

# Exporting in Ireland

Declan Barry: 14th September 2017

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- Niche Sector Opportunities
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  - Priority Development Areas
- Brexit
- Successful Company Characteristics

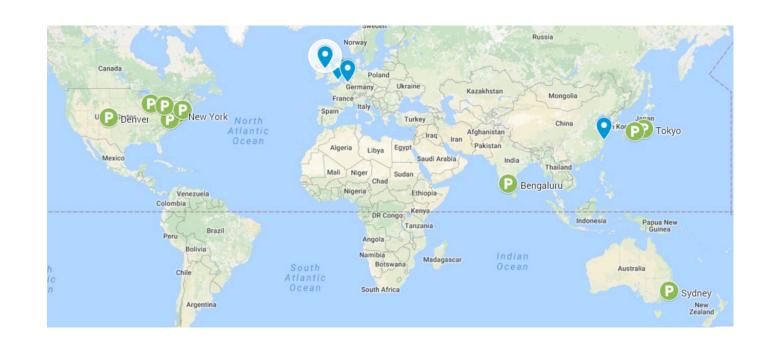
#### About HMC Global

#### HMC Global office locations:

- Belfast
- London
- Brussels
- Shanghai

#### HMC Global partner locations:

- Denver
- Toronto
- Washington DC
- Boston
- New York
- Bangalore
- Tokyo
- Osaka
- Sydney



We define opportunity – take the potential of a winning idea and make it happen with sales on behalf of companies in excess of **\$460m** 

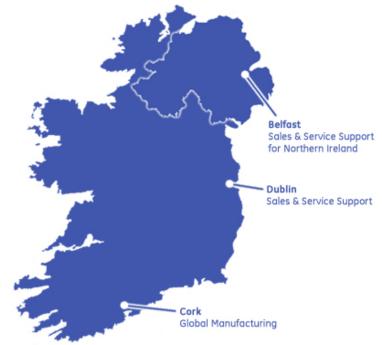
#### Why choose the Republic of Ireland?

- Similar language and culture (in the main)
- Ideal starter market for the EU lower costs & risk
- Strong economic recovery since 2008
- Growing business and consumer confidence
- Cosmopolitan / outward looking population
- Strong North/South trade for UK access (we'll get to Brexit...)

## One Island, Two Countries

Northern Ireland	
Status	Province
Population	1.75m
Currency	Pound Sterling
Governance	UK Government

# Ireland & Northern Ireland



Republic of Ireland		
Status	Sovereign Nation	
Population		
Currency	Euro	
Governance	Self	

#### Setting the pace in Europe

- Highest growth across all Eurozone states
- The only (post-brexit) English speaking country
- Employment increasing 2.8% year on year, only 5.3% unemployment by 2018
- Key location as a European HQ

### Niche Sector Opportunities

- 9 of the top 10 global **software** companies
- 13 of the top 15 global medical technology companies
- 9 of the top 15 **internet** properties
- 15 of the top 25 financial services firms
- 9 of the top 10 **pharma** companies
- 7 of the top 10 industrial automation companies
- Niche strengths in agri-food
- Emerging presence in big data & analytics

### Import & Export Opportunities

Ton 10 Import Dartners	
Top 10 Import Partners	
United Kingdom	\$19,871,293,836
United States	\$11,793,790,206
France	\$8,999,241,758
Cormany	¢6 470 456 065
Germany	\$6,470,456,065
China	\$4,766,443,460
Netherlands	\$2,915,988,768
lanan	\$2,020,966,890
Japan	\$2,020,900,690
Switzerland	\$1,502,443,749
Belgium	\$1,423,309,208
Norway	\$1,336,059,398
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Top Imports by Sector	
1. Aircraft	\$12,995,062,839
2. Industrial Machinery	\$9,339,407,053
3. Oil & Mineral Fuels	\$5,673,093,415
4. Pharmaceuticals	\$5,553,090,620
5. Organic Chemicals	\$4,910,267,322
6. Electrical Machinery	\$4,894,157,056
7. Motor Vehicles & Parts	\$3,986,557,451
8. Precision Instruments	\$2,874,947,488
9. Plastics	\$2,516,121,872

Top 10 Export Partners	
United States	\$29,401,463,440
United Kingdom	\$17,157,075,639
Belgium	\$16,166,785,532
Germany	\$8,248,157,213
Switzerland	\$6,760,996,541
Netherlands	\$5,496,211,445
France	\$5,326,564,057
Japan	\$4,314,924,414
Spain	\$4,260,111,807
Italy	\$2,822,728,104

## Priority Development Areas

1. ICT	<ul> <li>Networks &amp; Communications</li> <li>Data Analytics &amp; Cyber Security</li> <li>Digital Platforms &amp; Application Development</li> </ul>
2. Heath & Medical Technology	<ul> <li>Connected Health &amp; Independent Living</li> <li>Medical Devices</li> <li>Diagnostics</li> <li>Synthesis, formulation, processing &amp; drug delivery</li> </ul>
3. Sustainable Food	<ul><li>Food for Health</li><li>Sustainable Production &amp; Processing</li></ul>
4. Energy	Smart Cities & Smart Grid
5. Manufacturing & Materials	<ul><li>Process &amp; Automation</li><li>Composites &amp; New Materials</li></ul>
6. Innovation in Services & Processes	Consultancy & Process Optimisation

#### **Brexit**

- General consensus is a uncertainty apart from a rough ride.
- Currency implications with continue for the foreseeable future.
- Companies like those in this room are ideal to react and follow opportunities.
- Trade agreements with be market driven, EU more likely to secure deals prior to GB.
- Public sector spending largely unaffected.
- Ireland increasing reputation in Europe through strong leadership.

#### Company Characteristics

- Key characteristics of an export-led SME, leading to significant export results:
  - 1. The **ambition**, **desire** and **tenacity** of the senior management team, being committed to success
  - 2. The willingness to **commit resources** to the development of export markets including management time and dedicated sales and marketing resources.
  - 3. A product and service offering enabling the company to compete on quality & innovation rather than just price.

#### Thank You...